

BR

DESIGNS
A VOLUME



FOR THE
ROWFANT
CLUB · 1925



PROGRESSIVE LAYOUTS

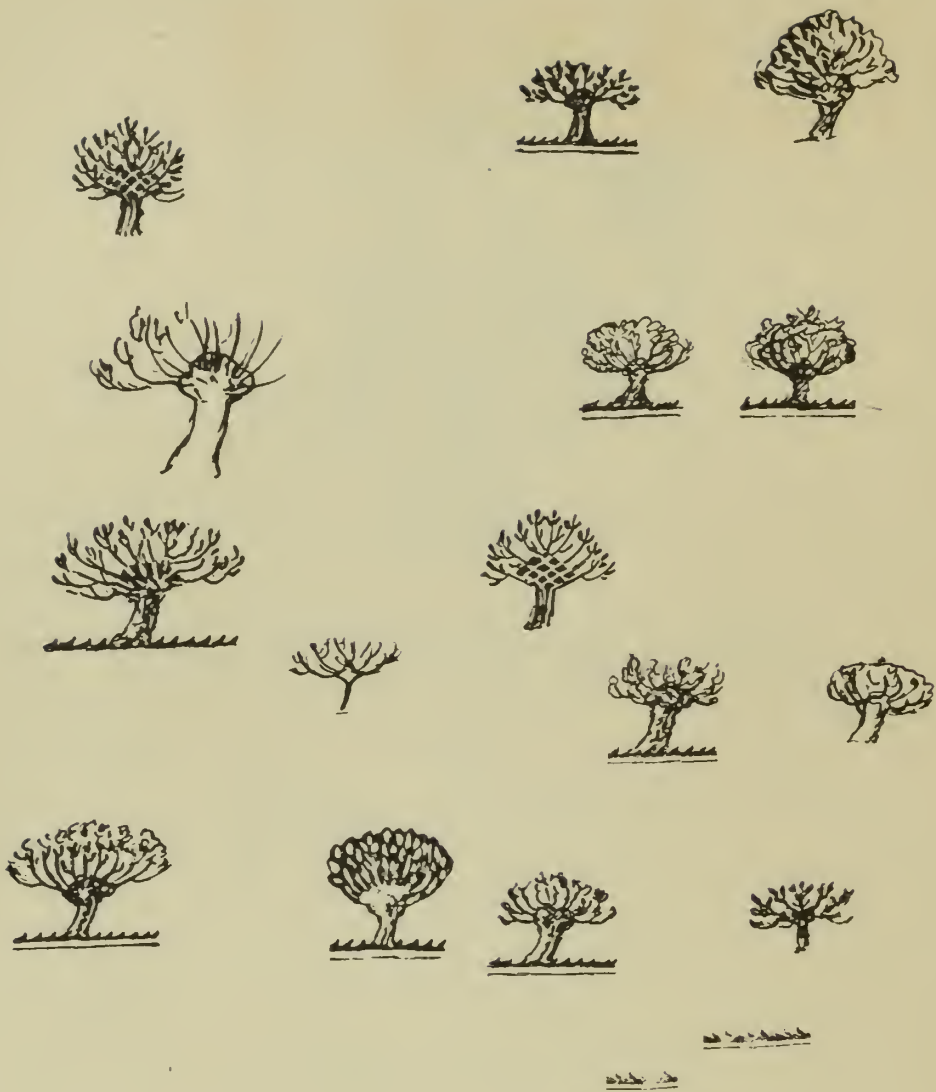
FOR

On Dry-Cow Fishing

As Designed By

BRUCE ROGERS

The above design is the original, now first shown, and was redrawn before using.



The sketches above were trials which yielded the row of pollard trees used in the finished book on page 1, here shown in the headband opposite. Pages 4, 5 and 6 are progressive designs for the title page, which resulted in the final arrangement reproduced on page 7. An early state of the opening page of text is shown on page 8.

*Collotype reproductions by the Meriden Gravure Company
 Insert prepared by the Press of the Woolly Whale*



Notes on the Design of
ON DRY-COW FISHING

BY BRUCE ROGERS

IN planning these little decorations for Kipling's amusing fish tale, the color scheme was suggested by my recollections of moon-rises behind the pollard willows along the Cam, in the fens between Cambridge and Ely. One evening a stray red calf ran up and down the bank in the sunset light, bawling for company—an incident depicted elsewhere in a water-color sketch.

When I came to drawing the cow I was puzzled (as Kipling was) to know just what part of her anatomy her "withers" might be. I knew the phrase "unwrung withers," but when applied to a cow it suggested quite different appendages. At length a veterinarian settled the question for me.

In drawing the somewhat (though not much) over-accoutred fisherman I had hoped to catch some likeness to Kipling himself; but I'm afraid it only suggests Groucho Marx in one of his slinking moments.

The various trials of type for the principal line on the title page finally favored Lucian Bernhard's cursive, as having a liness appropriate to the subject. I remember Bernhard's amusement (or was it exasperation?) at my inverting his *h* and *b* for the sake of the long descenders that his normal *y* and *g* lacked.



ON

DRY-COW FISHING

AS A FINE ART

BY

RUDYARD KIPLING



CLEVELAND

THE ROWFANT CLUB

1904

ON — 9 pt. Ital. spaced
18 pt. Baskerville
DRY-COW FISHING
AS A FINE ART — 12 pt. Oxford
thin spaced
BY — 12 pt. Sm. caps spaced
9 pt. Oxford Ital
spaced.
RUDYARD KIPLING

CLEVELAND
THE ROWFANT CLUB
1925
9 pt. caps
spaced

ON
DRY-COW FISHING
AS A FINE ART
BY
RUDYARD KIPLING



CLEVELAND
THE ROWFANT CLUB

1925

#

Collier =

ON
Dry-Cow Fishing

AS A FINE ART

BY

RUDYARD KIPLING



CLEVELAND

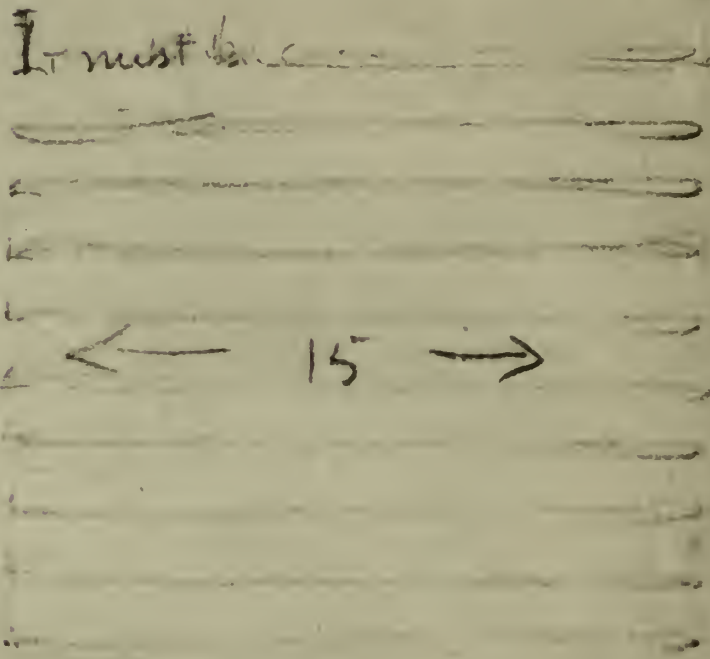
THE ROWFANT CLUB

1926



ON
DRY-COW FISHING
AS A FINE ART

← 9 Gal
12
← 17 pt. of (fuel) speed



6 pt
lbs

1
4 p - 18

*Printed for inclusion in the Catalog of the
BRUCE ROGERS EXHIBITION
held under the auspices of the American In-
stitute of Graphic Arts & the Grolier Club,
November 16, 1938, to January 10, 1939,
by the Press of the Woolly Whale, New York.*

